

Long Beach

Downtown Plan Update

2012-2013 In Review



LONG BEACH
DEVELOPMENT SERVICES
BUILDING A BETTER LONG BEACH

Long Beach

Downtown Plan (PD-30)

Since its adoption in January 2012, the Downtown Plan (PD-30) has proved to be a key catalyst in the ongoing development and revitalization of Downtown Long Beach and adjacent neighborhoods. The Downtown Plan, in addition to a streamlined permitting and entitlement process, provides direction for future development projects in terms of land use, urban design, open space requirements; historic preservation, signage, and other aspects of creating a vibrant urban environment, while protecting existing stable neighborhoods. Refined standards mandate high-quality, context-sensitive building designs that promote a forward-looking Downtown identity. Emphasis is placed on the creative and adaptive reuse of historic structures, in addition to massing, finishes, and pedestrian-oriented frontages.



The Promenade

Photograph by the *Long Beach Business Journal's* Thomas McConville.

Furthermore, the Downtown Plan included a Program Environmental Impact Report (PEIR), reducing the cost and time associated with entitling a development project. The Downtown Plan and PEIR mitigate the process for future development projects and public improvements, providing continuing guidance over the coming decades to create and maintain a vibrant and successful urban core in Downtown Long Beach.

2013 Comprehensive Plan Award Winner

The Downtown Plan received an award for the 2013 Comprehensive Plan, Large Jurisdiction, from the Los Angeles Section of the California Chapter of the American Planning Association (APA), the national professional society for urban and regional planners. The award is for a recently adopted plan of unusually high merit that advances the science and art of planning, and is eligible for cities with populations over 100,000. In selecting the Downtown Plan as the 2013 winner, the jury noted that the Plan provided a concise and clear vision for the future of development in Downtown Long Beach. They also noted the high quality of the presentation, graphics, and easy-to-use format, and the strong ability of the Downtown Plan to positively shape new development. The local award is always hotly contested by the 16 largest cities (88 total) in Los Angeles County. The award nominees included the Hollywood Community Plan update in the City of Los Angeles, which received an honorable mention. This local chapter award corresponds to the National APA Daniel Burnham Comprehensive Plan Award, the highest honor given by APA each year to a planning document.



As winner of a local section award, the Plan was eligible for the California Chapter Award in the same category. At the fall 2013 State APA Conference, a jury selected the Downtown Plan as the winner of an Award of Merit for the Comprehensive Planning Award – Large Jurisdiction. To win an award at the state level is a significant accomplishment for any plan, given that entries are submitted from all 14 chapters statewide.





Michael's Pizzeria

New Businesses in the Downtown

From January 2012 to December 2013, 287 new businesses have opened in Downtown Long Beach, spanning a variety of industries. Of the new businesses, over half (57%) were professional service businesses, including attorneys/legal service, business offices, consultants, and contractors. Nearly a fifth (18%) of the businesses opened were personal services, such as barbers and hair stylists, aestheticians, and tattoo artists. Retail sales and restaurants, together combined for nearly a quarter (22%) of new business, while other services contributed a small amount (3%) to the new business mix. The quantity and diversity of businesses opened in Downtown over the past two years have enhanced Downtown's role as a vibrant commercial destination.



James Republic

The Stave

Located at 170 The Promenade North, this classic style full bar and eatery opened for business in October 2012, and has become one of the popular nightlife attractions along The Promenade.

Simply put, I would like to say that the City of Long Beach made opening The Stave in Downtown a very enjoyable, collaborative and seamless process. From start to finish all departments were extremely helpful in guiding us through the various phases - plan check, permits, inspections, finals. The City creates a business-friendly atmosphere and offers entrepreneurs (like myself) a very cohesive experience. I will be sure to spread the word and let others know.

We are excited to be a part of the burgeoning Downtown Long Beach community. The best and most simple advice I have received in this business: "In order to be durable and succeed long term, you must become a welcome part of the local neighborhood and community." Without a doubt, the City of Long Beach embraces that philosophy. Thanks again for all your support and helping us spread the word. We look forward to seeing you at The Stave.

Garry Muir
President, The Stave, Inc.



Asha



Completed Development Projects

The following represents the most significant projects that have been completed in the Downtown Plan area.



604 Pine Avenue Press-Telegram Building

A tenant improvement of the historic building that formerly housed the *Press-Telegram* was entitled just before the adoption of the Downtown Plan, in the first of a three-phase development project to include the adjacent Meeker-Baker Building. Completed in June 2013, the 89,000-square-foot project includes a restored façade, creation of a new plaza and landscaped pedestrian *paseo*, and interior upgrades. The building has been renewed to reflect the site's urban location, and incorporates a variety of outdoor terraces. The adaptive reuse project supports the City's long-term redevelopment goals by giving new life to high-quality, but long-vacant buildings.



Development Projects Under Construction

The following represents the projects that have been entitled under the Downtown Plan and are currently in the construction phases.



1081 Long Beach Boulevard Urban Village

The five-story, 129-unit Urban Village project reflects the transit-oriented, urban lifestyle promoted by the Downtown Plan, and a continuation of recent multifamily residential projects along Long Beach Boulevard. The site's proximity to the Metro Blue Line, several Long Beach Transit routes, and nearby employment centers have allowed for a reduced on-site parking count. The project is expected to be completed at the end of 2014.

433 North Pine Avenue Newberry Building

Adaptive reuse of the late J.J. Newberry Department Store building has been approved for a mixed-use project with 6,500 square feet of retail, 28 residential units ranging from 1,100 to 2,000 square feet, and 35 underground parking spaces.



Photograph by the *Long Beach Business Journal's* Thomas McConville.

230 East Broadway American Hotel

Built in 1905, the historic American Hotel is one of the rare surviving original commercial buildings in Downtown Long Beach. The proposed mixed-use structure will include approximately 3,670 square feet of retail space on the ground floor, and 7,000 square feet of creative office space. The former Psychic Temple and single room occupancy hotel will become the new headquarters for an international communications firm that already is based in Downtown Long Beach.





Photograph by Kirk Saylin Studio.

650 Pine Avenue Meeker-Baker Building

The six-story, 127,000-square-foot project holds the dual distinction of being both the first major development processed under the new Downtown Plan and the first to utilize the certified Downtown Plan Program EIR, to gain entitlement in six months. The guidelines contained in the Downtown Plan were successfully used to enhance the design approach and materials selection, and provided flexibility for alternative parking opportunities befitting the site's urban setting. To be occupied by Molina Healthcare, completion of this project in June 2014 will result in 800 to 1,000 new jobs in the City.

100 Long Beach Boulevard The Edison (Formerly City Hall East)

The adaptive reuse of an existing office building, commonly known as City Hall East, has been approved for a 12-story, 156-unit market rate residential component, approximately 3,621 square feet of retail space, and a modified parking structure. Currently under construction, the project was entitled in just four months through reliance on the Downtown Plan Program EIR.



Approved Development Projects

The following represents the projects that have been entitled under the Downtown Plan.



245 West Broadway The Parc Broadway (Formerly State Office Building site)

A seven-story, mixed-use project has been approved at the former State Office Building site. The building will include a 222-unit residential component atop an 8,500-square-foot retail area. The full-block development will feature staggered building heights from 75 feet to 105 feet, a fully integrated parking garage, and massing and elevations that balance solid and transparent treatment, as per the Downtown Plan.

431 East 6th Street Sixth Street Lofts

The adoption of the Downtown Plan resulted in renewed interest in the construction of this modest residential development, a project that was previously halted due to unfavorable market conditions. An updated proposal for a new four-story, 30-unit residential apartment building and the City's first car lift parking system has been approved.



431 East 6th Street
Sixth Street Lofts



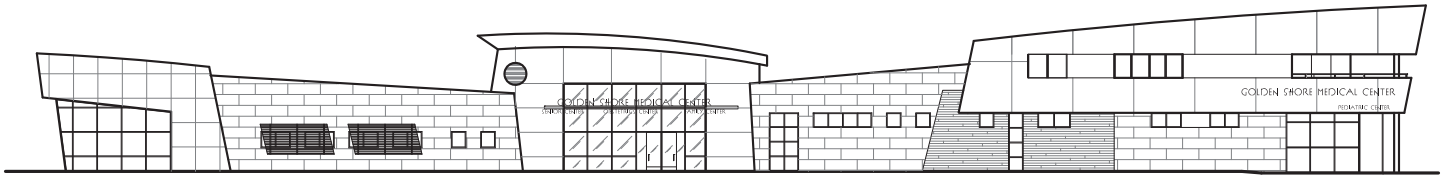
117 East 8th Street Senior Living Facility

Plans to revitalize the eight-story, 23,270-square-foot senior living facility in this landmark building have been approved. The 49-unit assisted living residence will accommodate 105 beds, with common space amenities and offices on each level.



Pending Development Projects

The following major projects are in the process of seeking entitlements under the provisions of the Downtown Plan.



300 Alamitos Avenue Mixed-Use Project

A six-story, 20,283-square-foot medical office building, with an additional 70-unit senior apartment component, is proposed on an underdeveloped property spanning the entire east side of the 300 block of Alamitos Avenue. The building is proposed with a minimum street setback, and private parking that will serve to activate this stretch of Alamitos Avenue.

Downtown and Transit-Oriented Development Pedestrian Master Plan

Currently in the planning stages, this effort will provide policies, guidelines, and standards to support increased walking and transit use as an appealing alternative to automobile travel, and improve the built environment for the residents of the community. The project includes the area within a 1/4-mile radius of each of the Metro Blue Line Stations on Long Beach Boulevard and 1/2-mile radius of each of the Metro Line Stations in the Downtown.

125 Linden Avenue Off Broadway

A five-story, 25-unit apartment building has been proposed to accommodate a three-level residential component above 2,668 square feet of retail space, and structured parking. The apartment lofts will feature mezzanine interiors, and provide resident access to a rooftop common area.





110 Pine Avenue Residential Adaptive Reuse

Adaptive reuse of the existing 13-story designated historic landmark building will change in use from office to 118 residential apartment units. The project proposes a fitness room and new second floor community patio.



137 West 6th Street Mixed-Use Project

The developer proposes a new four-story building consisting of 10 apartment units on the upper levels, an at-grade parking garage for residents; and an additional 1,390 square feet of ground-floor retail space.





Long Beach Development Services
333 W. Ocean Blvd., 3rd Floor, Long Beach, CA 90802
http://www.lbds.info/planning/advance_planning/downtown_community_plan/
This information is available in an alternate format by request at 562.570.7744.
For an electronic version of this brochure, visit our website at www.lbds.info.